



Members of the Common Council,

We, members of the Habitat for Humanity Housing Advocacy Committee, express our strong support for the proposed rental registry in the City of La Crosse. The Housing Advocacy Committee includes 31 representatives from 23 local employers and non-profit organizations. Together, we bring attention to challenges people in our community face regarding affordable housing and tenants' rights.

Registration of rental units provides necessary data about housing in La Crosse. Without this information, the city--and advocates like us--cannot effectively address issues of homelessness, affordability, and poverty. Information about the quality and quantity of rental units will help us all work toward a community where all have a safe place to sleep at night.

We cannot manage that which is not measured. As advocates working on the frontlines of housing access and affordability in La Crosse, we know that a rental registry will aid in our work to offer targeted services, to provide housing types that fit the needs of our community, and to ensure existing housing is maintained and cared for. We can more easily identify shortcomings and advance development and programming goals that meet the needs of our neighbors.

Negative stereotypes of renters pervade discussions of housing in our community. A rental registry has the potential to show that renters live and work in all areas of our city. Support for renters means support for our vital workforce and valuable community members.

Thank you for your consideration.

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